Measuring language attitudes in context

Exploring the possibilities of the P-IAT

Laura Rosseel, Dirk Geeraerts, Dirk Speelman

RU Quantitative Lexicology and Variational Linguistics

Research Foundation Flanders
Opening new horizons

introduction

- since 1960s **little methodological innovation** in language attitudes research (until recently)

  → can we take advantage of the enormous productivity in attitude research in **social psychology**?

- exploring potential of P-IAT for linguistic attitude research

  → importing situational context into the P-IAT

outline

1. P-IAT 101

2. contextualizing language attitudes research using the P-IAT?

3. case study: introducing context in the P-IAT

P-IAT 101

- reaction time based task to measure association between two concepts

- recently adopted in linguistics

  Campbell-Kibler 2012, 2013; Llamas et al. 2016; Hilton, Rosseel, Smidt & Coler 2016; Babel 2010; Redinger 2010; Pantos 2010, 2012; Rosseel, Speelman & Geeraerts 2015; Lee 2015 ; Watt & Llamas 2015; Loudermilk 2015; McKenzie 2017; …

P-IAT 101

how does it work?

	TARGET	ATTRIBUTE
category names	variety1/variety2	I like / I don't like
stimuli		

P-IAT 101

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P-IAT 101

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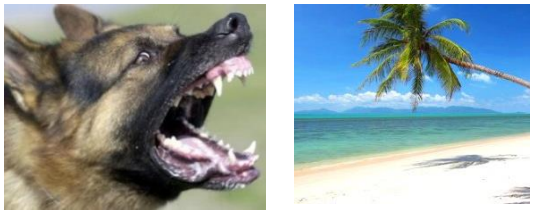
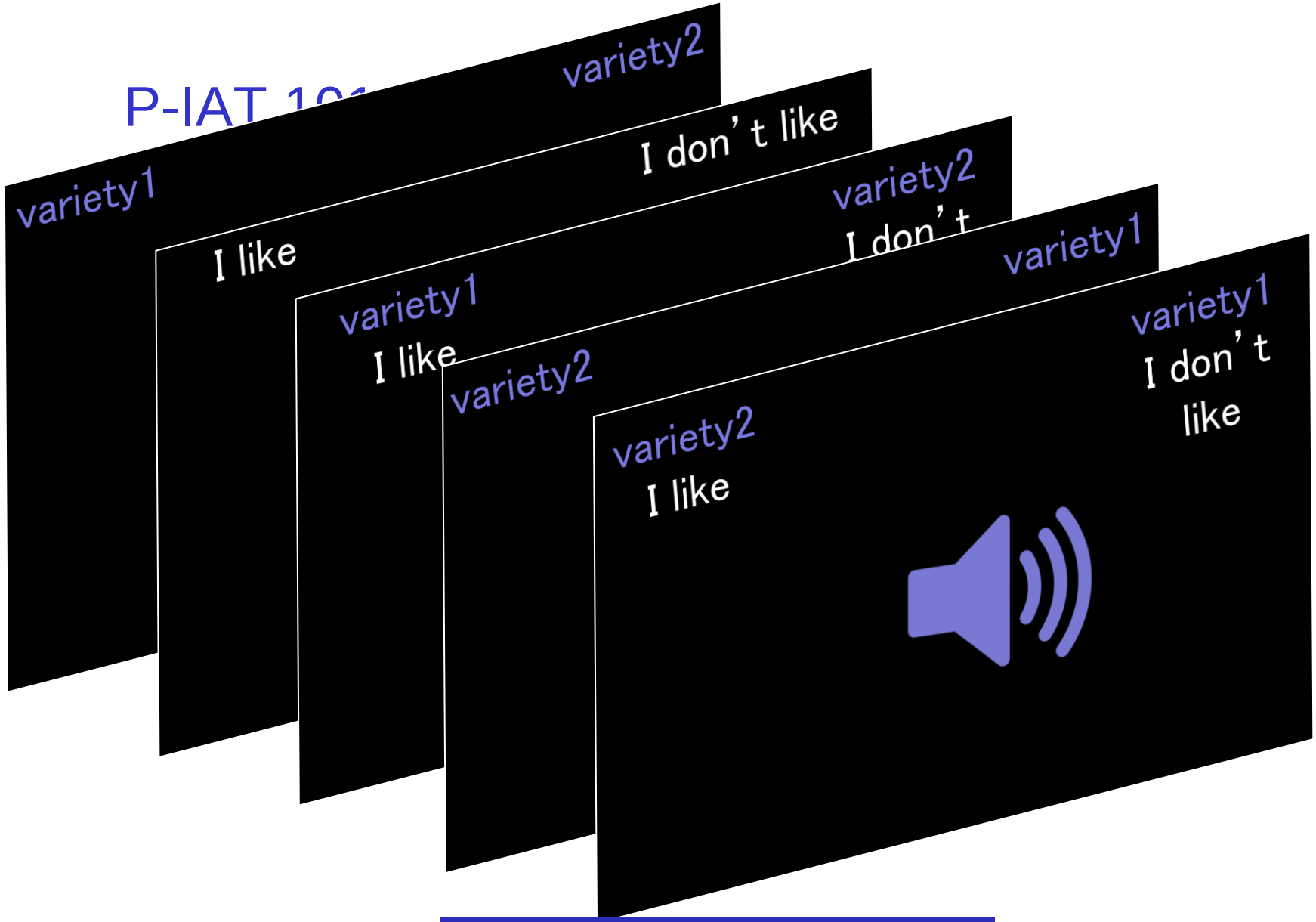
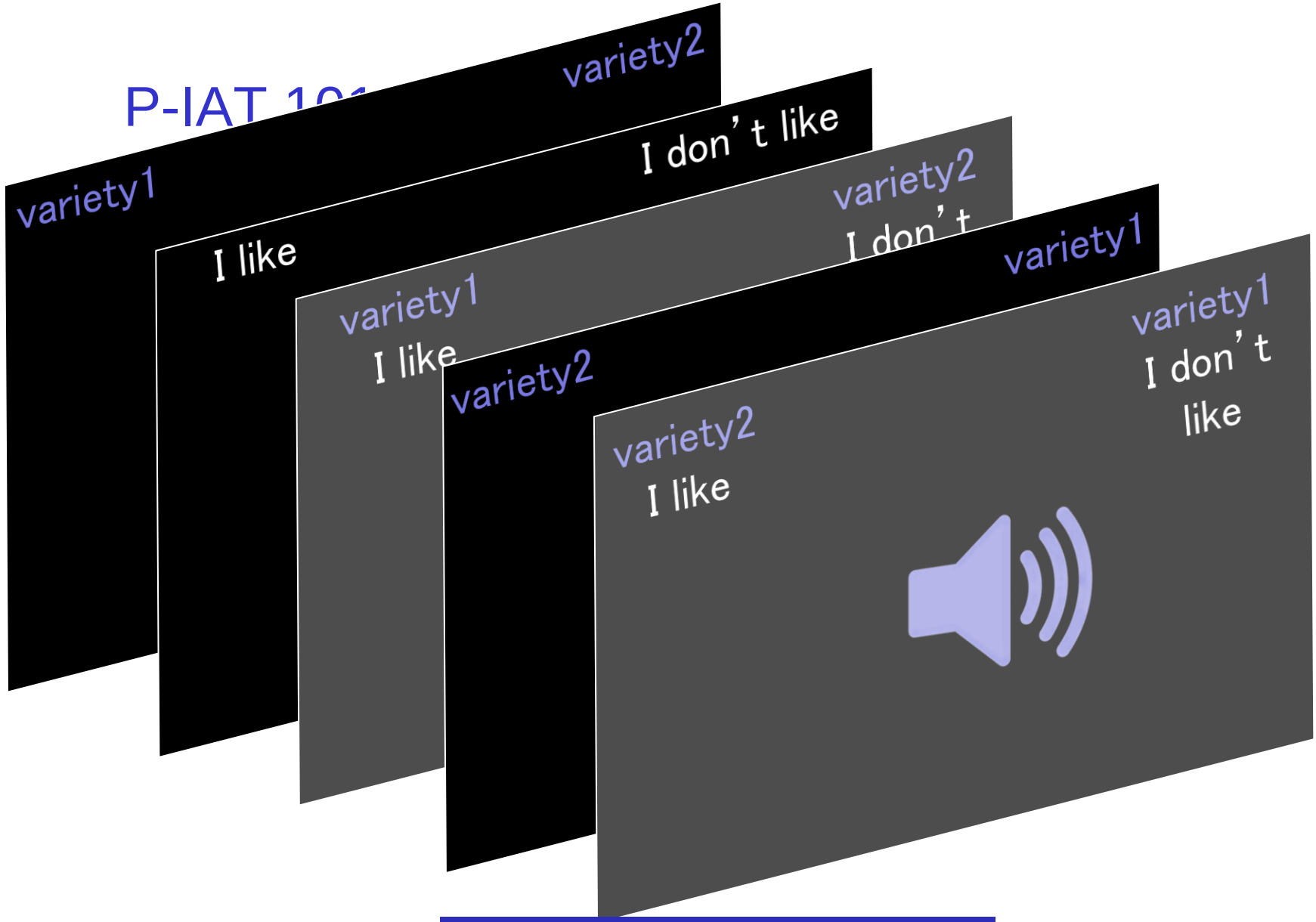
stimuli		

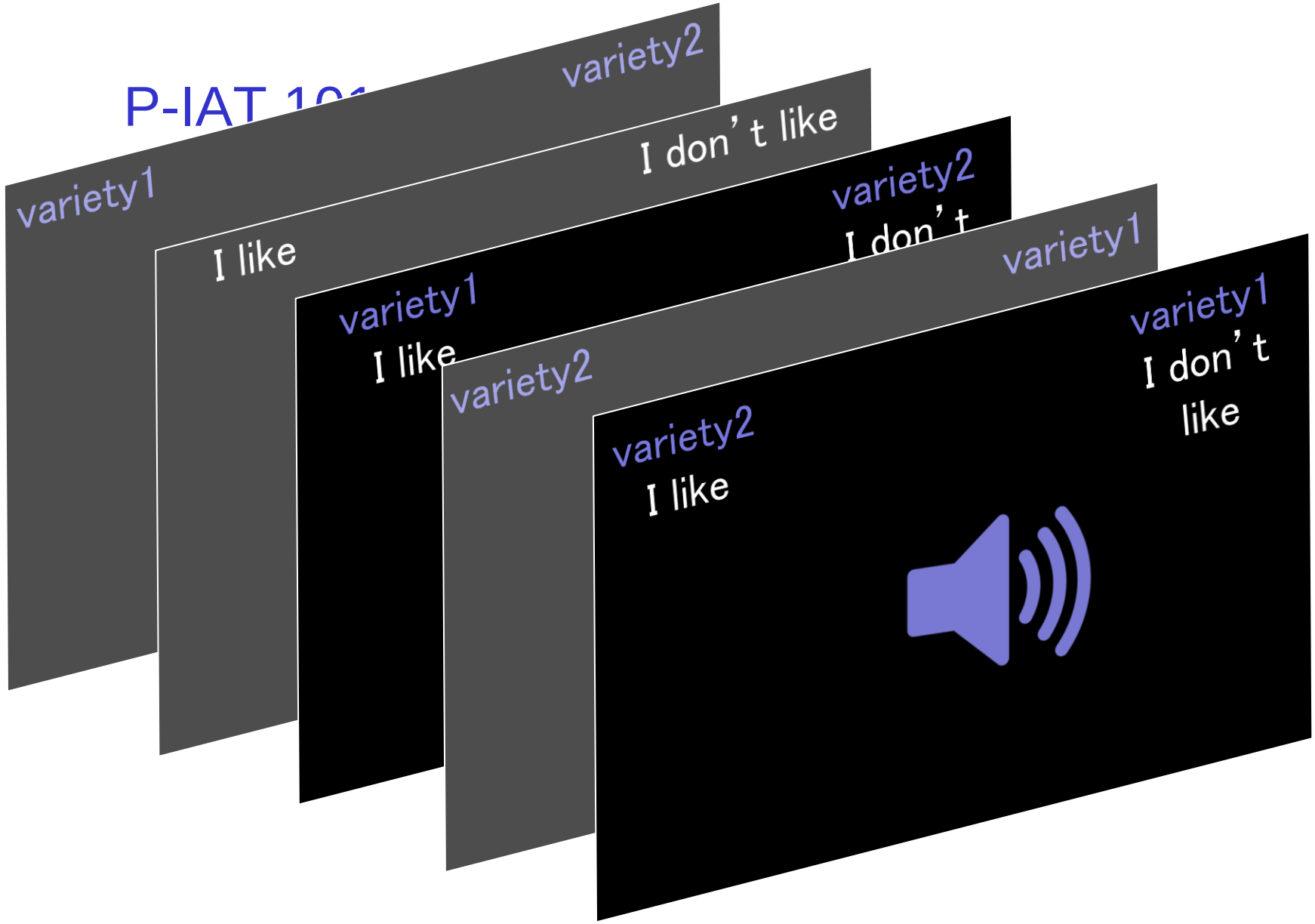
P-IAT 101



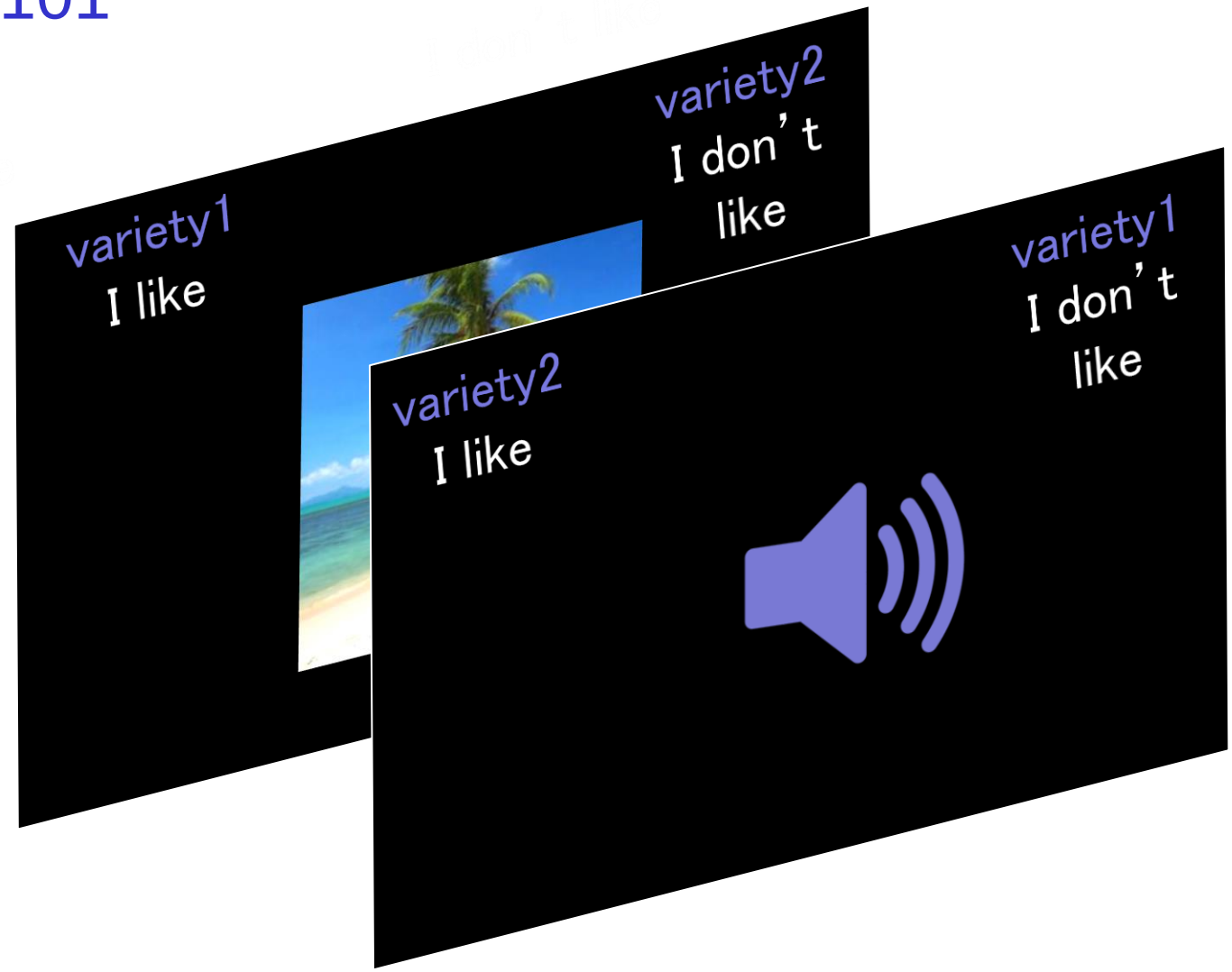
5 blocks of trials



5 blocks of trials


P-IAT
variety1
variety2
I like
I don’t like
variety1
I like
variety2
I don’t
variety2
I like
variety1
I don’t like
experimental blocks 3 & 5

P-IAT 101



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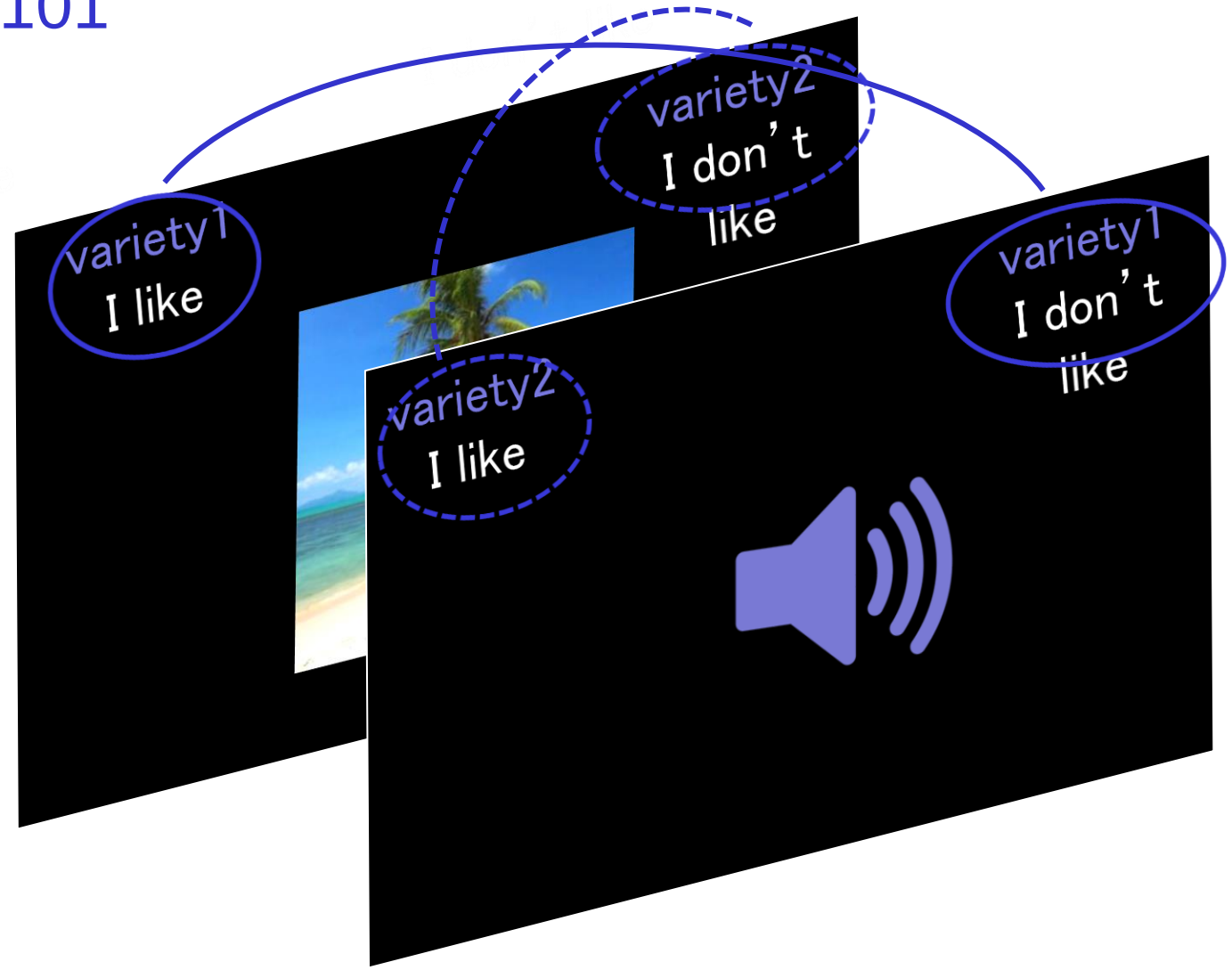
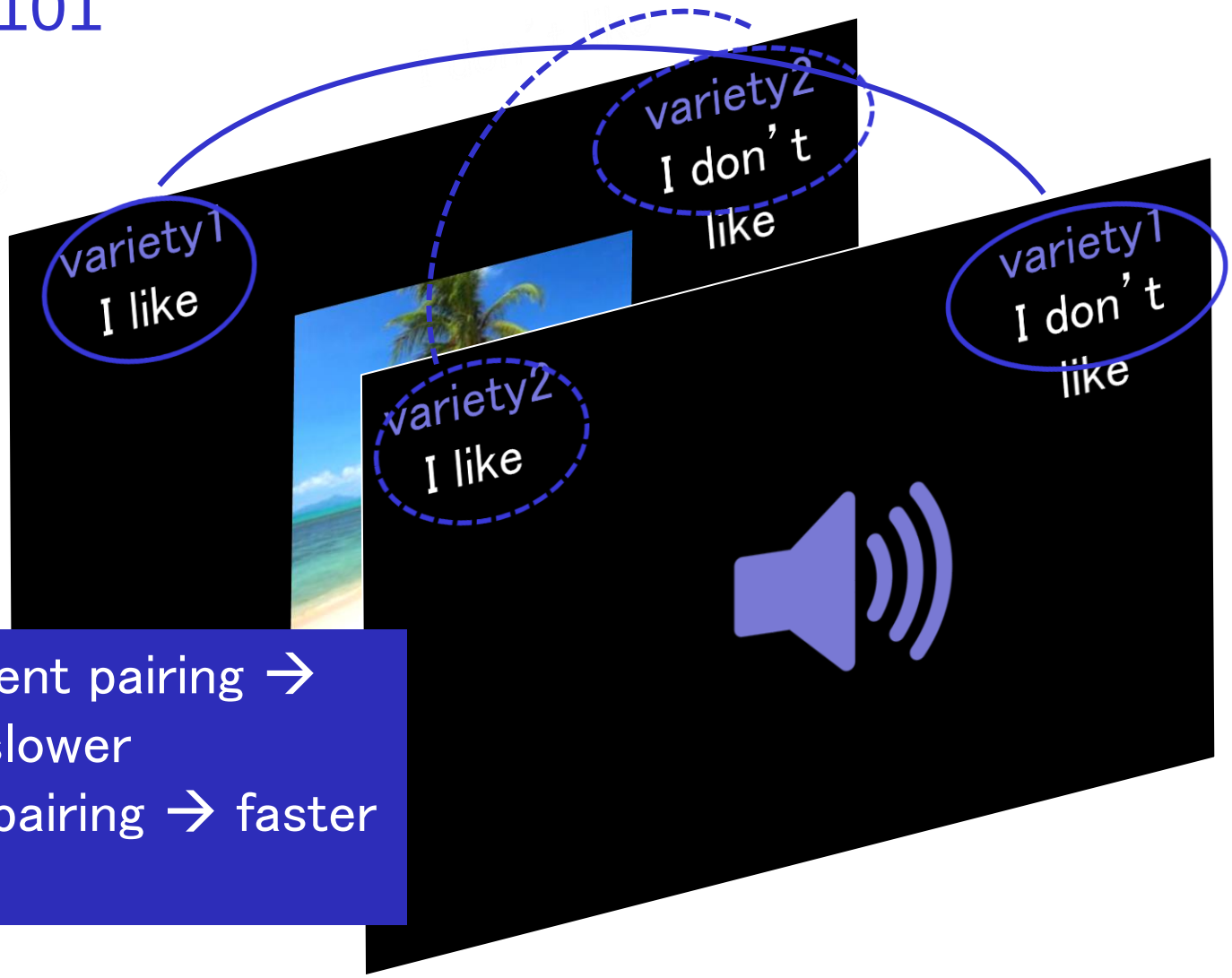
P-IAT 101



experimental blocks 3 & 5

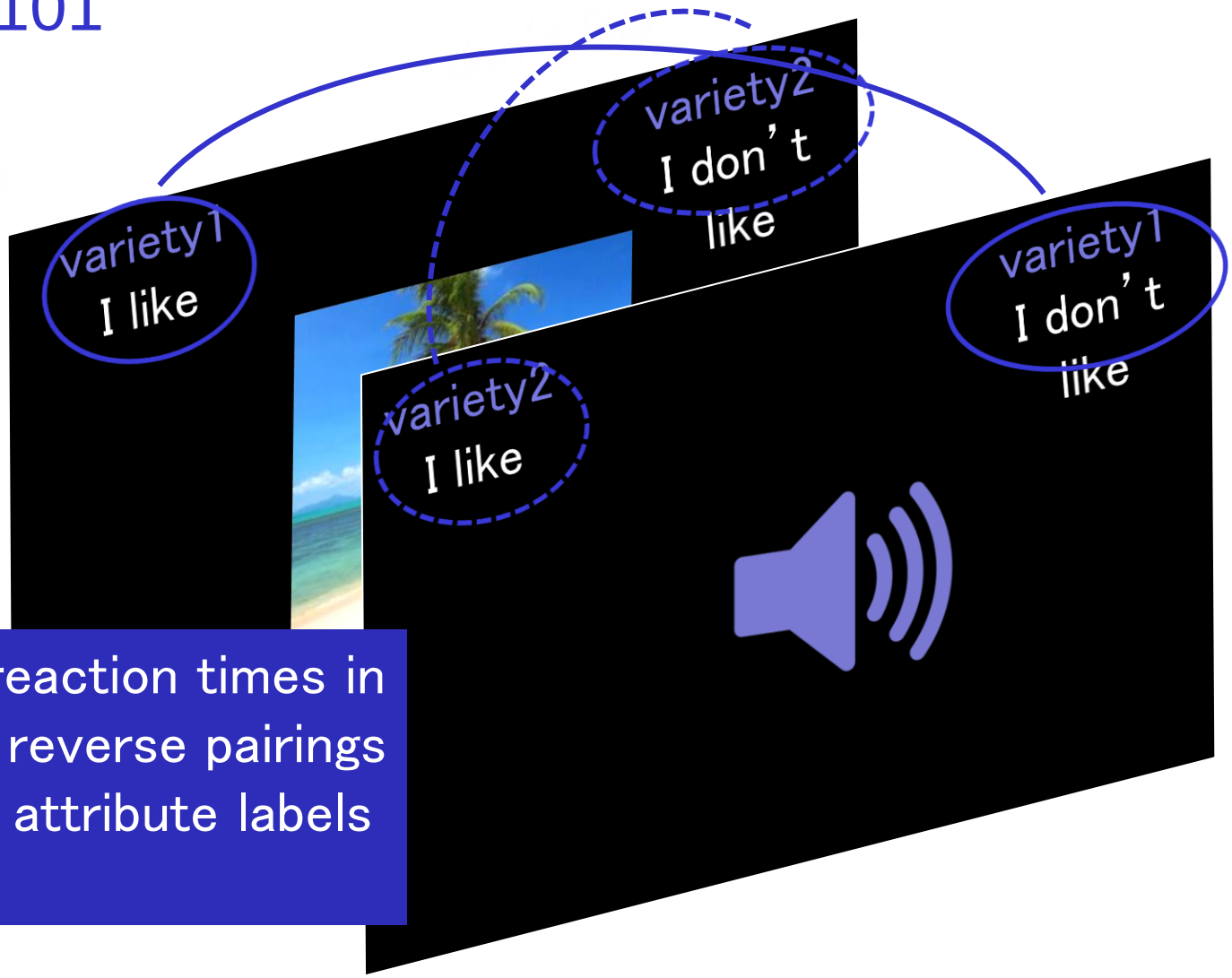
P-IAT 101



incongruent pairing → slower
congruent pairing → faster

experimental blocks 3 & 5

P-IAT 101



comparing reaction times in blocks with reverse pairings of target & attribute labels

experimental blocks 3 & 5

contextualizing the P-IAT

- decontextualization of attitude object

  <–> context dependency of language evaluation

- (e.g. Soukup 2012, 2015; Eckert 2012; Levon & Buchstaller 2015, 341; Campbell-Kibler 2009, Lybaert 2014; Purschke 2015)

contextualizing the P-IAT

- decontextualization of attitude object

  <–> context dependency of language evaluation

- → recontextualizing the P–IAT

  how?

  - social psychological research: possible
  - during IAT & before IAT

(Gschwedner et al. 2008, Wittenbrink et al. 2001, Uhlmann & Swanson 2004, Dasgupta & Greenwald 2001, Karpinski & Hilton 2001, but see Sherman et al. 2003 for an opposing view)

contextualizing the P-IAT

- decontextualization of attitude object

  <–> context dependency of language evaluation

- → recontextualizing the P–IAT

  how?

  - social psychological research: possible
  - during IAT & before IAT

    importing context possible for P–IAT

    as measure of language attitudes?

case study: experiment design

- previous studies: (e.g. Lybaert 2014; Geeraerts & Van de Velde 2013)

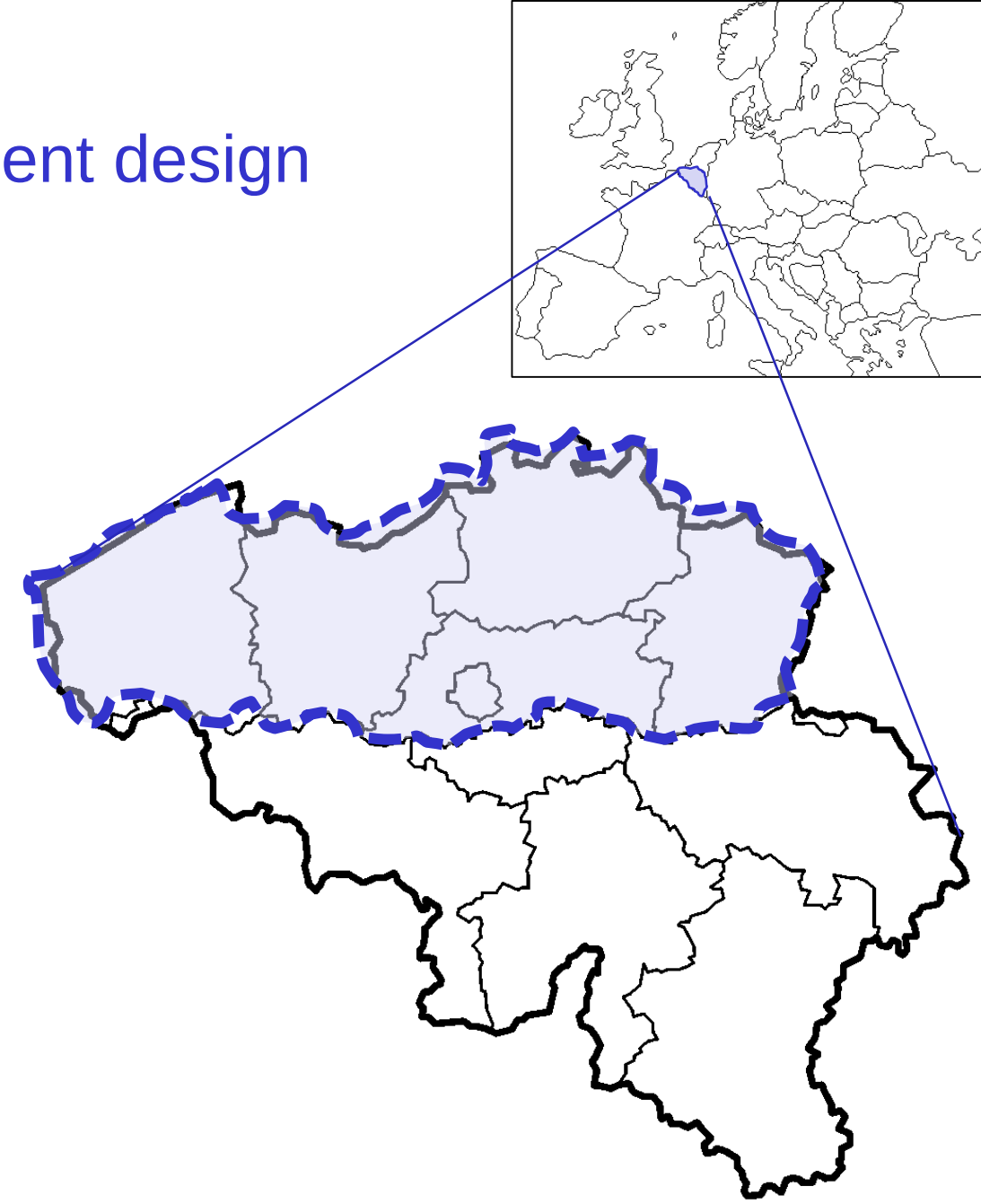
  attitudes towards regional language variation in Dutch speaking Belgium are context dependent

  - standard Belgian Dutch (SBD) → formal situations
  - regionally accented speech → informal situations

- → can we measure this variation using the P-IAT?

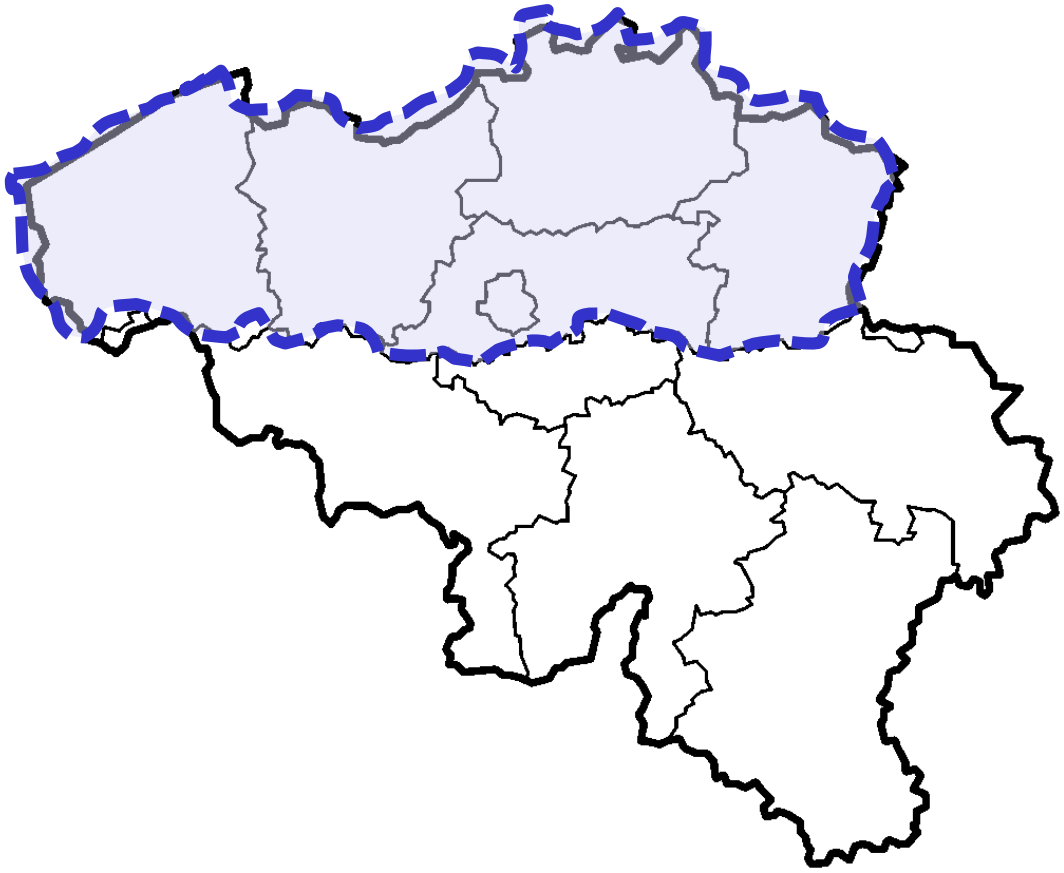
case study: experiment design

- target varieties:



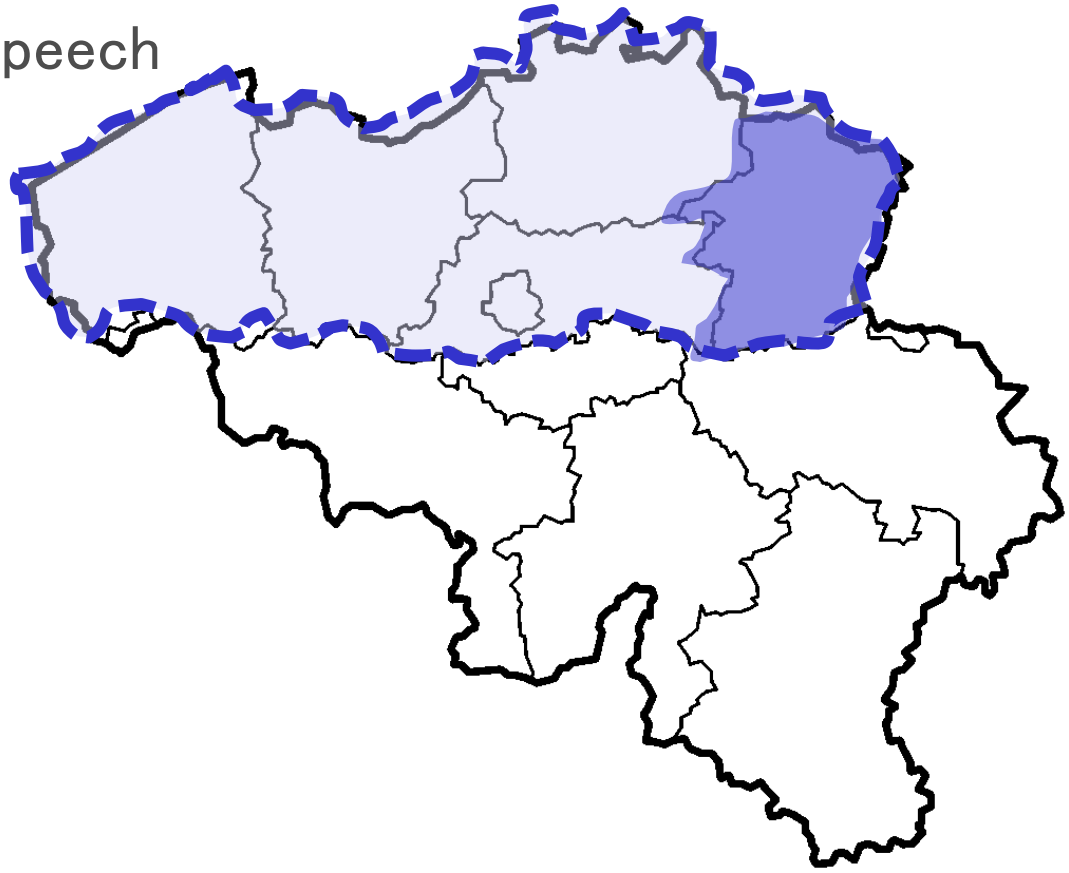
case study: experiment design

- target varieties:
  - SBD accented speech



case study: experiment design

- target varieties:
  - SBD accented speech
  - Limburg accented speech

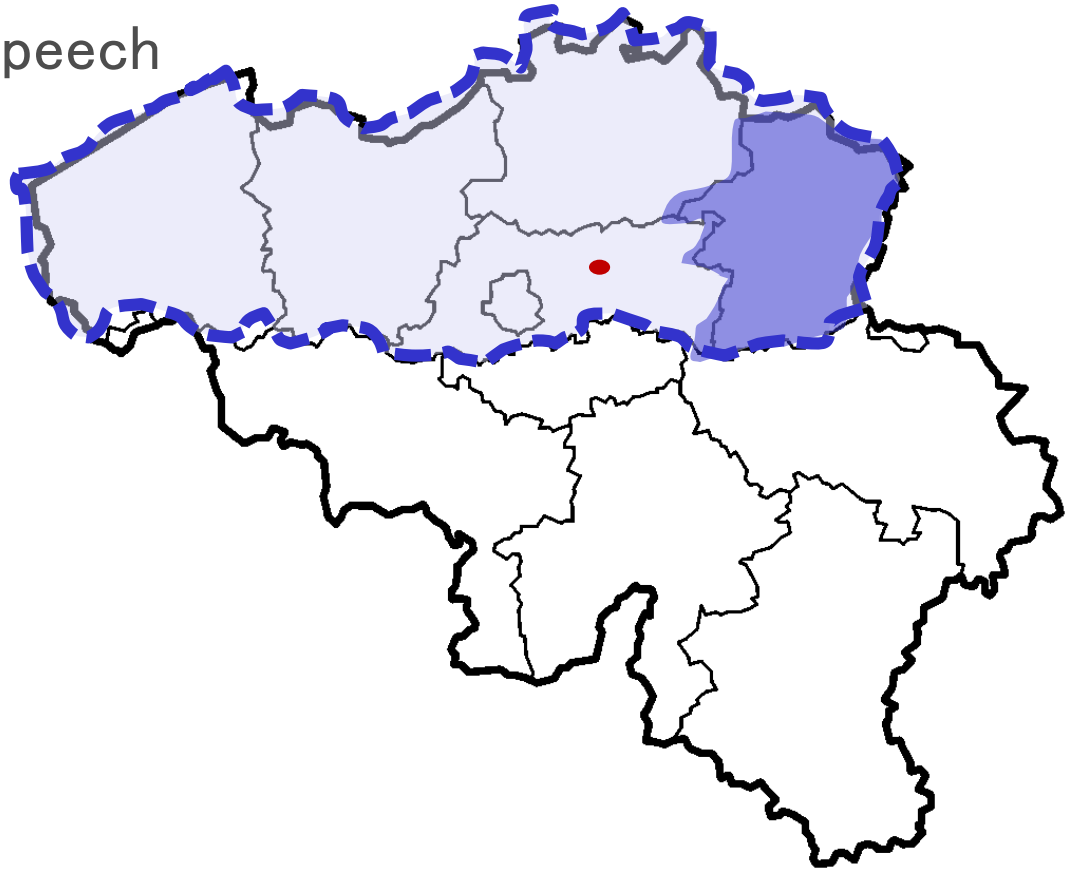


case study: experiment design

- target varieties:
  - SBD accented speech
  - Limburg accented speech

- participants:
  160 Limburgian
  students in Leuven

M_{age} = 20.96
gender → 55% f



case study: experiment design

- two manipulations:
  - context: formal (news) vs. informal (socializing with friends & family)
  - context presentation:
    background image vs. multiple images between blocks

case study: experiment design

	background picture				slides			
	block order 1	block order 2	block order 1	block order 2	block order 1	block order 2	block order 1	block order 2
	for inf	for inf	inf for	inf for	for inf	for inf	inf for	inf for
# participants	a 20	b 20	c 20	d 20	e 20	f 20	g 20	h 20

case study: experiment design

- reaction times → *D* scores

- context effect = difference of *D* scores

case study: experiment design

- 2 IATs followed by explicit rating task

a. Hoe sta je tegenover de **accenten** die je in het experiment gehoord hebt, in een **informele situatie** (bv. aan tafel of tijdens een avondje uit met vrienden of familie)?

Kleur een bolletje: hoe dichter bij een accent, hoe positiever je dat accent vindt.

Limburgs accent O O O O O O O neutraal accent

b. Hoe sta je tegenover een **Limburgs accent** (zoals gehoord in het experiment) in een **informele situatie** (bv. aan tafel of tijdens een avondje uit met vrienden of familie)?

negatief O O O O O O O positief

c. Hoe sta je tegenover een **neutraal accent** (zoals gehoord in het experiment) in een **informele situatie** (bv. aan tafel of tijdens een avondje uit met vrienden of familie)?

negatief O O O O O O O positief

case study: results

- P–IAT

predictor	estimate	*p*	
intercept (grand mean)	0.001	.97	n.s.
context order			
formal–informal	–0.042	.10	n.s.
context type			
background	–0.013	.61	n.s.
block order			
BO1	0.009	.74	n.s.
context order x block order			
formal first x BO1	0.079	< .01	**

case study: results

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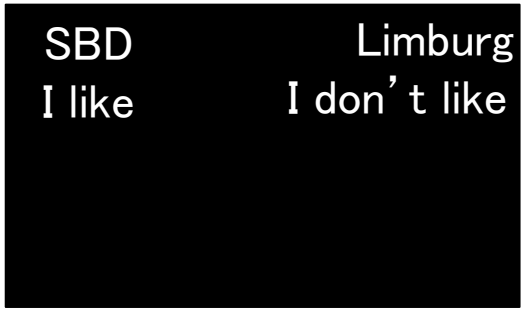
case study: results

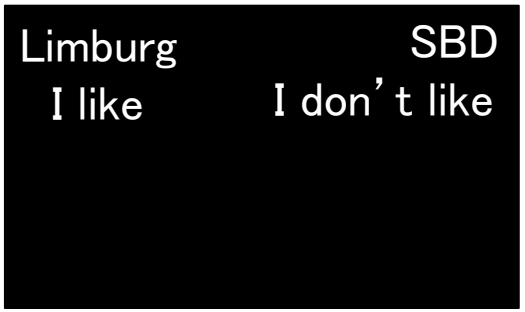
- P-IAT

first block in BO1



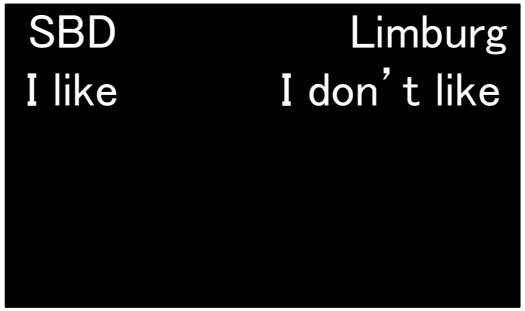
first context: formal

first block in BO2



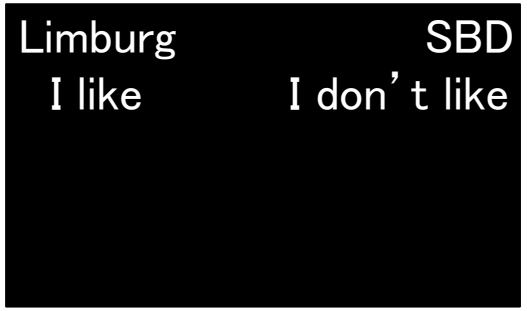
first context: formal

first block in BO1



first context: informal

first block in BO2

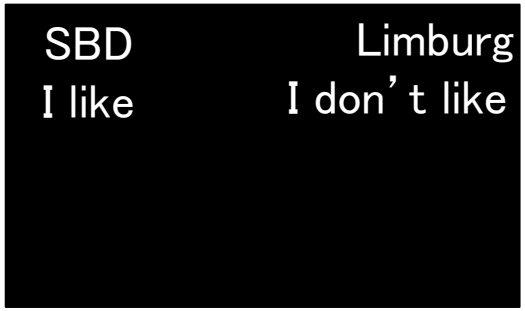


first context: informal

case study: results

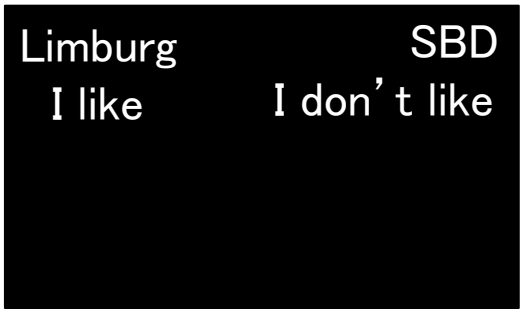
- P-IAT

first block in BO1



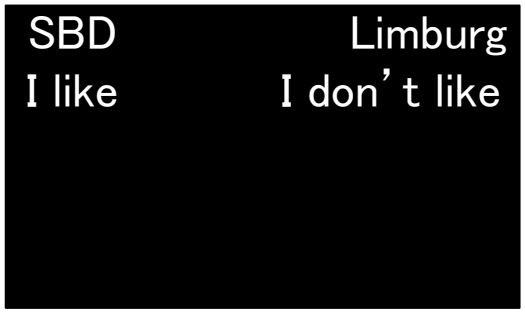
first context: formal

first block in BO2



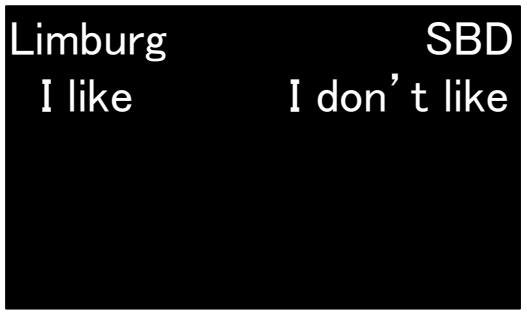
first context: formal

first block in BO1



first context: informal

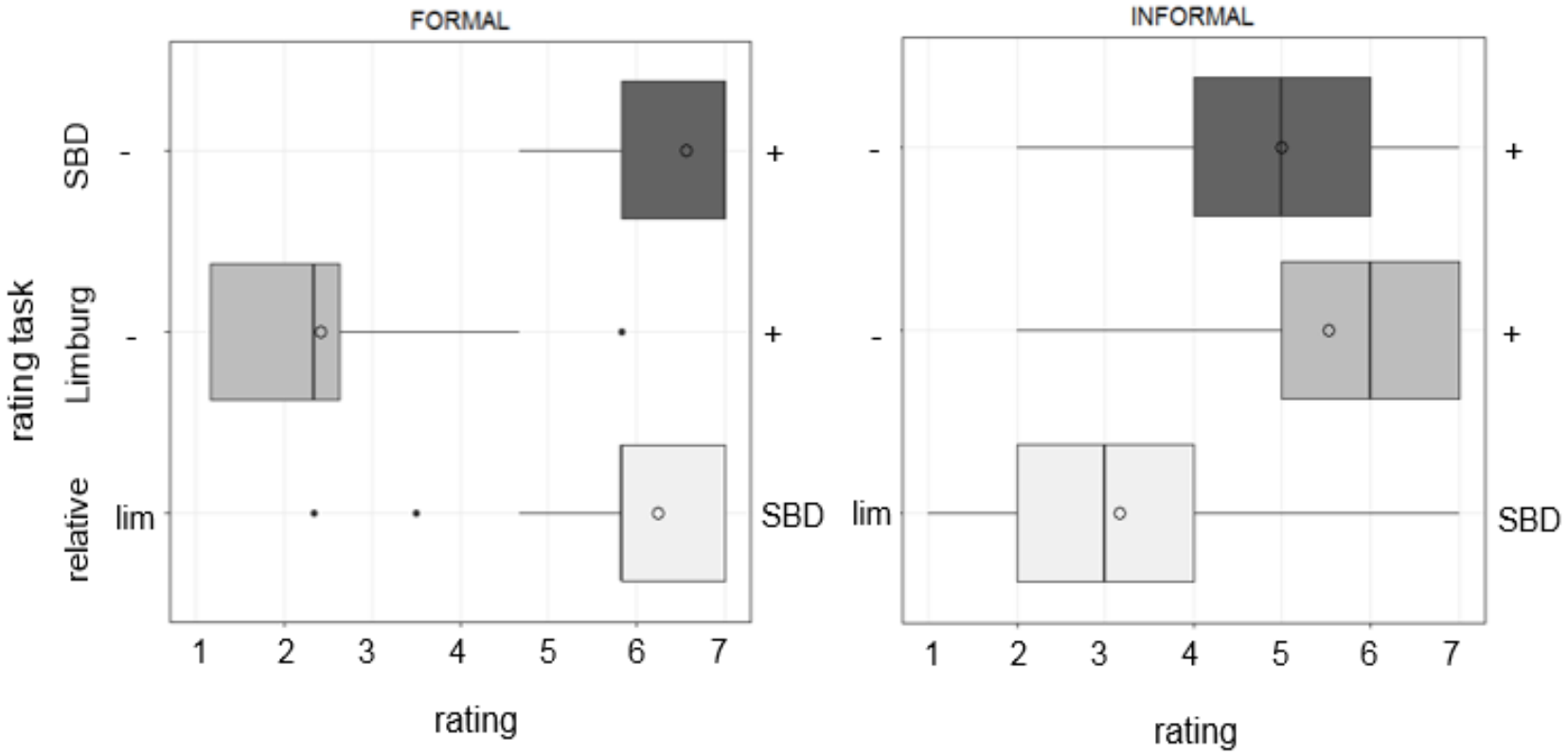
first block in BO2



first context: informal

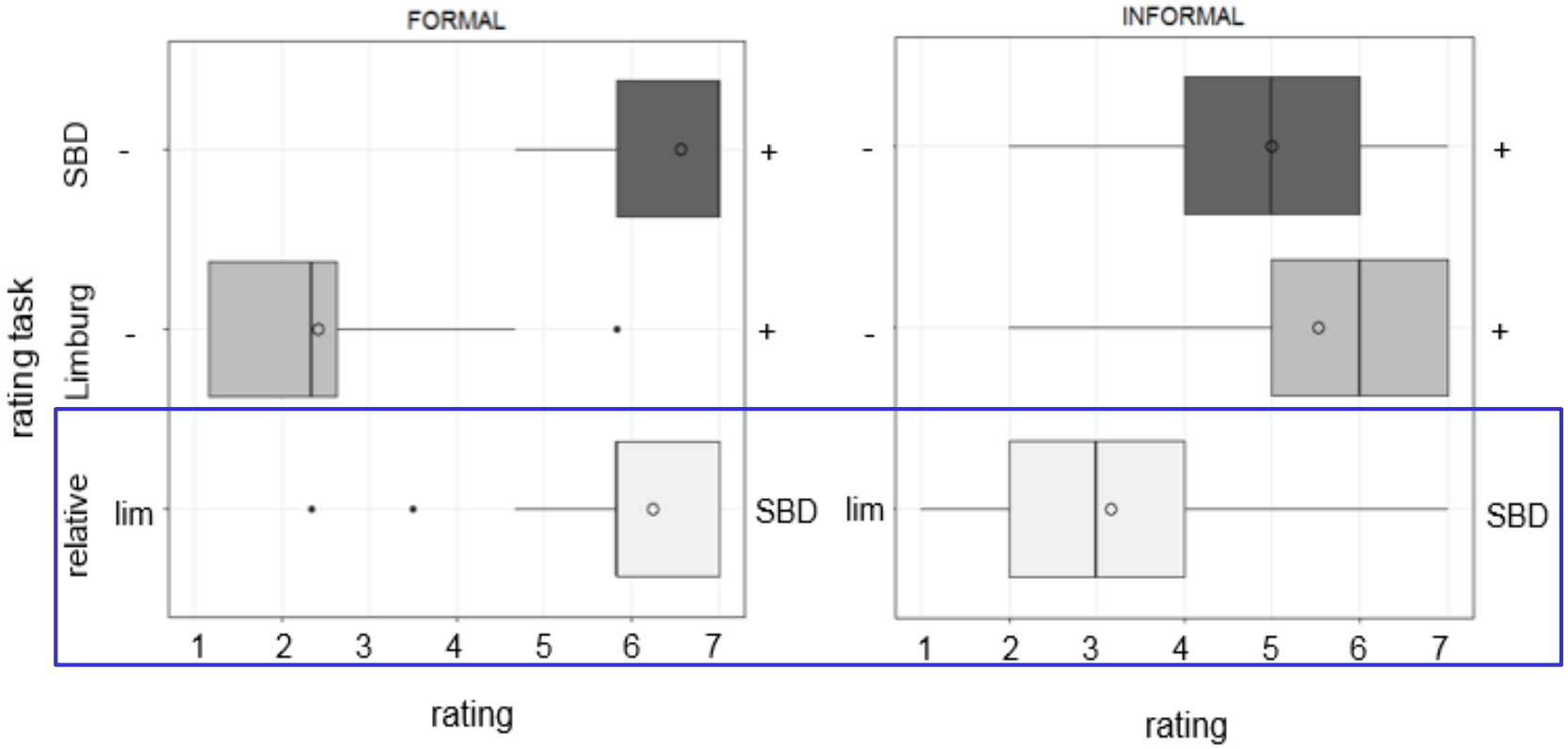
case study: results

- explicit ratings



case study: results

- explicit ratings



case study: results

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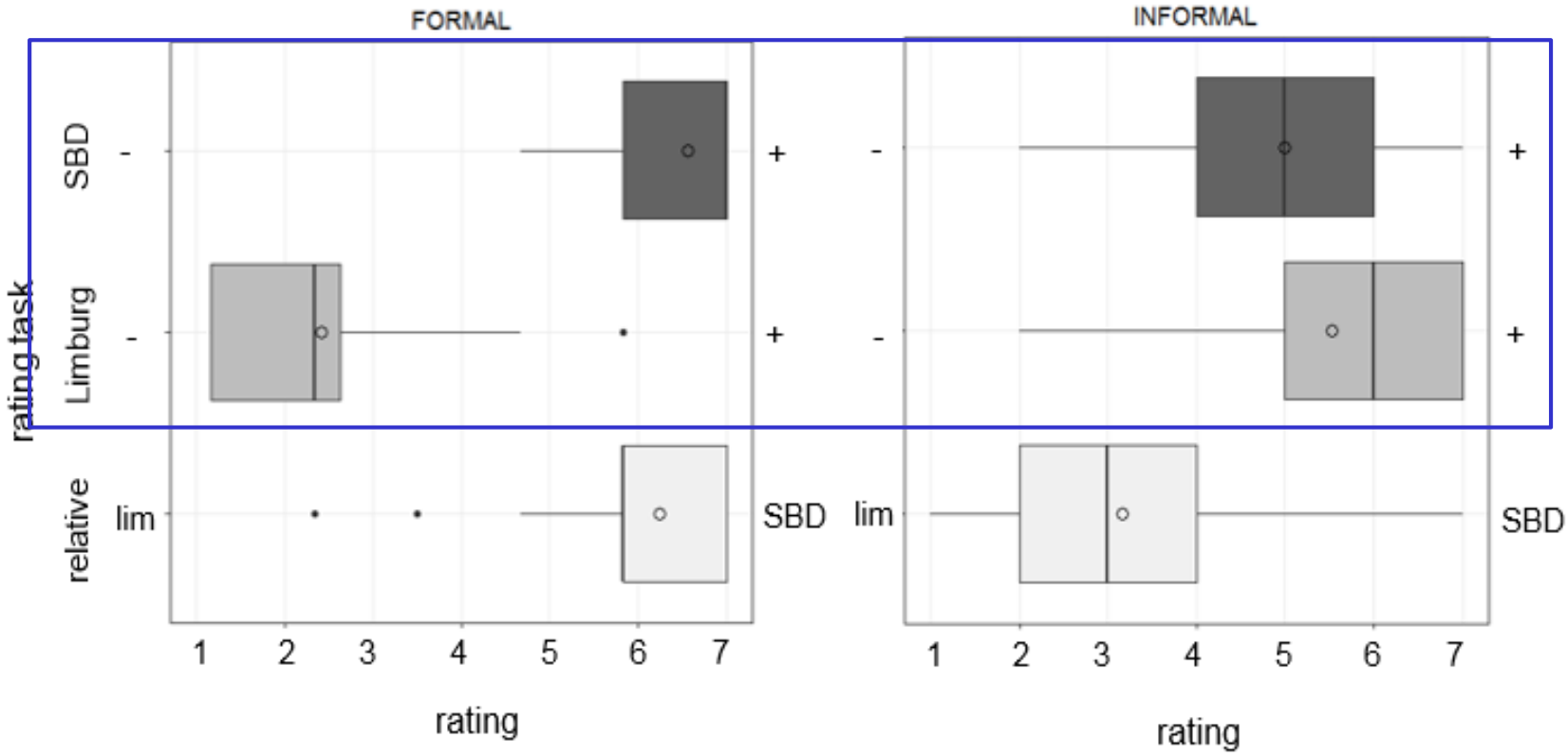


case study: discussion

- why no overall context effect?
  - methodological aspects
    - context stimuli
    - context not activated
  - hypothesis not detailed enough (cf. asymmetry in explicit measurement)
  - is every participant equally sensitive to situational context? (individual variation)

case study: conclusions

- contextualizing P–IAT?
  possible, but not straightforward
  successful application in social psychology suggests further explorations are worthwhile

- explicit attitudes:
  further research needed into the asymmetric attitudes towards SBD and regional varieties in context

thank you!

for further information:

laura.rosseel@kuleuven.be

http://wwwling.arts.kuleuven.be/qlvl/laura

case study: discussion

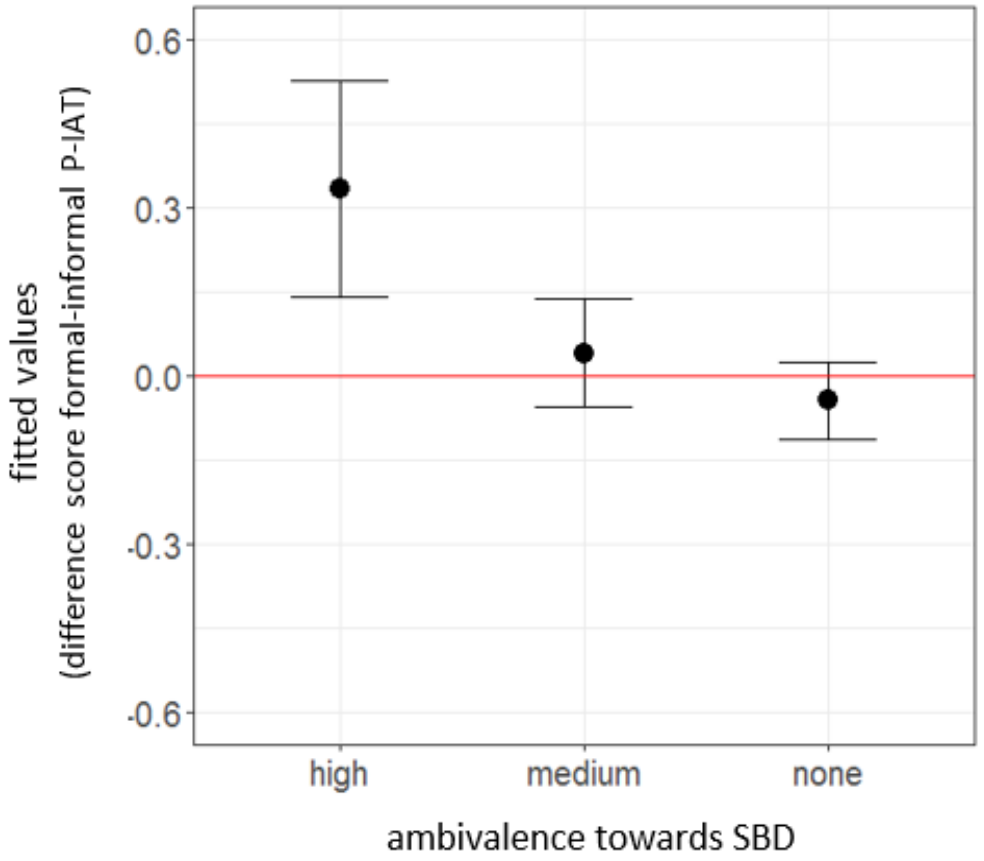
- role norm sensitivity

  – ≈ ambivalence (Petty & Briñol 2009)

  → hypothesis: ambivalent language users are more sensitive to context cues

case study: discussion

- explicit ratings as a proxy for ambivalence



case study: discussion

norm sensitivity may have a mediating role for contextualised language attitudes → avenue for further studies on individual differences in language evaluation

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